



Voluntary Contribution Scheme 2021-22

The benefits of being a BID Leicester voluntary contributor are potentially worth thousands of pounds to your business.

Thankyou for your interest in becoming a BID Leicester voluntary contributor.

Currently, city centre businesses under the BID threshold receive the halo benefits of the event footfall, place marketing and place management schemes that the BID provides, but we have heard from non-members who want to benefit more directly from our projects.

Leicester has a strong culture of small and independent businesses which is a key factor in attracting people into the city centre. With our voluntary contribution scheme we are inviting these businesses within the BID area to have their say in helping us to shape and improve the city centre, and giving them the opportunity to access initiatives that will help them to prosper.

There are many examples set out in this brochure of businesses who realise value way in excess of their contribution by taking advantage of the benefits that we provide. 2021 will see the BID Leicester team working hard to support businesses across all sectors as restrictions are eased to enable a strong recovery from the Covid-19 pandemic. We will deliver initiatives that will enhance the BID area, responsibly drive footfall and rebuild confidence in the city centre as a great, and safe, place to live, work, visit and do business.

I encourage anyone who is interested in finding out more to get in touch with the team – we are more than happy to chat to business owners about the BID and determine if it is right for them.

Simon Jenner, BID Leicester Director

The first business to join the BID Leicester voluntary contribution scheme was award-winning chocolatier, Cocoa Amore.

Cocoa Amore, based on Silver Street, opened its doors in 2013 and offers some of the best chocolate available in the UK. The business falls just below the BID levy threshold, but opted to pay in to access the benefits that BID Leicester provides to city centre businesses.

Cocoa Amore owner Pete Gardner said: "I have seen first-hand the benefit that Business Improvement Districts can bring to an area and BID Leicester has done a great job supporting businesses.

"I am pleased to be the first company to sign up to as a voluntary contributor and recommend other local businesses meet with the BID team to talk through how the BID can have a positive impact on their business."



Voluntary contributors will pay a fixed amount of £250 per year for the duration of the BID term, which runs until January 2023. This will give your businesses access to the following benefits:

- The award-winning **LoyalFree digital loyalty scheme app**, worth £480 p.a.
- **Street Ambassador Service**, which has already proven invaluable to businesses and the public in the city centre
- Independent businesses can benefit from being part of our Independent Leicester **promotional campaign**
- The opportunity to **shape BID spend** to help improve Leicester city centre
- **Footfall tracking** data reports to help you understand footfall trends in the city and make smarter businesses decisions
- A free 12 month subscription to Yoello - a web-based solution for table service and customer data collection (worth £354)
- Direct involvement in **BID Leicester campaigns and marketing materials**, such as the opportunity to feature your business and events as BID Spotlight in the **Cool As Leicester** e-newsletter (worth £250+ per feature)

Read on for more information on these benefits, and more.



YOELLO & INVESTING IN THE NIGHT-TIME ECONOMY:

In January 2020 Leicester city centre evening and night-time economy (ENTE) was recognised as a safe and vibrant offer with the award of Purple Flag status. We will continue to invest in and support the ENTE.

ENTE businesses have added demands of them following the coronavirus outbreak: they must assist NHS test and trace by holding customer contact details, and must offer table service. We are offering businesses a free 12 month subscription to Yoello. Yoello is a web-based application that will hold customer data in a GDPR compliant manner as well as facilitate implementing table service in venues - all through QR codes scanned by the customer; no software or app downloads required.

We will produce a video trailer to celebrate the best of the city's night-time economy, from food and drink to bars, arts and leisure, as part of a paid campaign to encourage customers to visit the city after dark, and are funding medical provision for the Safer Leicester Partnership City Bus, which will help safeguard visitors to the city centre in the evening.

Read more at bidleicester.co.uk/purpleflag

LOYALFREE APP & MARKETPLACE:

LoyalFree is a digital loyalty scheme which helps businesses attract new customers and encourage repeat custom via a profile showcasing offers, digital loyalty programmes, events, trails and more. BID contributors can access the app, create a profile for their offers and start attracting customers for free. Contributors can also create a profile on the LoyalFree Marketplace and sell products online - LoyalFree do not take any commission for sales, making it a cost-effective platform for those without an e-commerce website. There are over 9,000 engaged local users accessing offers from BID Leicester businesses on the app.

DINE IN THE SQUARE

Dine in the Square will bring outdoor seating to three public areas in the city centre. The public will be able to order from a choice of BID Leicester food and drink providers through the Yoello mobile ordering system. The public spaces will make tables available for those without a street cafe when hospitality can operate as an outdoor-only service, and will provide extra capacity and an additional opportunity for sales throughout the summer months.

LEICESTER CRAFT BEER FESTIVAL

A brand new event for the city celebrating Craft Beer! There will be a main festival area with stage where the public can relax and enjoy the music programme, or explore a trail of satellite venues to discover great offers in some of the best loved pubs and bars.

RESTAURANT WEEK

We will launch Leicester's first Restaurant Week this October, bringing some amazing food and drink deals to the city centre. Restaurant Week will encourage members of the public to dine out, downloading an online voucher to access and enjoy bespoke menus at the city's finest eateries. We will run a multi-channel promotional campaign to raise awareness and create excitement about the event in the city.

COOL AS LEICESTER PARTNERSHIP

We partner with Cool As Leicester - a local lifestyle e-magazine - to offer BID Businesses the chance to promote their products and services to a highly engaged local audience. We are also producing a social media video series with Cool As Leicester featuring BID levy payers to promote businesses in the city.



INDEPENDENT LEICESTER CAMPAIGN

We launched Independent Leicester in 2019 to celebrate the thriving independent scene in Leicester.

All independents in the BID area can access a free listing on the Independent Leicester website:
independentleicester.co.uk.

Independents who are BID levy-payers or voluntarily contribute to the BID can get even more value from Independent Leicester by being included in seasonal campaigns, photography and video.

From launch in September 2019 we delivered:

- Independent Leicester website
- Social media channels over 1,600 followers and 100k post reach
- Two competitions with over 2k entries and over 85k reach
- Promoted independent businesses at Freshers Fairs
- On-street Christmas campaign with outdoor advertising
- Total press reach of 2.9 million, with a total PR value of £49,700
- Over 100 yellow stickers proudly displayed in business windows
- Independent Leicester copycat VISA advert - which made the top 10 entries in the country!

In 2021 we will deliver an online campaign to grow the already popular Independent Leicester website and social media profiles, raising awareness and encouraging customers to use independent businesses in the city.



STREET AMBASSADOR SERVICE:

Our Street Ambassadors' duties include liaison with BID businesses as an everyday point of contact. Some of their achievements to date include deterring shoplifters, reporting street cleansing issues, reuniting lost children with their parents and helping vulnerable people in the city centre including offering emergency first aid.

BID SOCIAL:

BID Social is a series of exclusive events aimed at encouraging employees to stay in the city after work. Employees of BID businesses will get to experience the fantastic range of venues in the city at just a fraction of the cost.

FOOTFALL TRACKING SERVICE:

We are working to provide performance footfall, wi-fi monitoring and visitor intelligence services for Leicester city centre, including the typical journeys of pedestrians within the BID area as well as the volume of visitors. This data will help businesses understand peak times in the city centre, which can inform planning marketing and promotions, events and staffing rotas.

CLEANER LEICESTER & E-BIKE MEMBERSHIPS

We are committed to making Leicester a cleaner and greener place by funding enhanced hours for the street washing machines, graffiti removal on private premises and chewing gum removal. We are also sponsoring the e-bike scheme to encourage more sustainable journeys and cleaner air for our city centre. BID Businesses will benefit from the opportunity to claim free membership to the scheme for their staff, and BID Leicester will be able to offer members of the public free use of the scheme to coincide with our events programme.





If your businesses is within the BID area and you would like to discuss becoming a voluntary contributor, get in touch: info@bidleicester.co.uk

Please note that due to the governed process of BID renewal, voluntary contributors will be ineligible to vote in BID Ballots that will decide future terms of BID Leicester.

Larger businesses outside of the BID area can also opt-in. Please get in touch to enquire.